



CONNECT PEOPLE PLACES

History is the interpretation of the
significance that the past has for us.

— Johan Huizinga

A SOURCE BOOK FOR
INTERPRETING CULTURAL RESOURCES
TO ENGAGE THE PUBLIC

Introduction

About this Booklet

This source book was produced with funding from the Department of Defense (DoD) Legacy Resource Management Program under Legacy Project Number 10-127. This publication is part of the project, “Cultural Resources Public Outreach and Interpretation Source Book” sponsored and managed by the United States Marine Corps Headquarters, Conservation Section, Installations and Logistics Division. Project work was carried out by HDR EOC. under contract to the United States Army Corps of Engineers. This source book summarizes portions of the expanded report produced for the project and is intended to provide DoD personnel with best examples of innovative public outreach and interpretation projects to inspire and guidance and resources to enable development of creative projects for cultural resources under their stewardship.



Project Summary

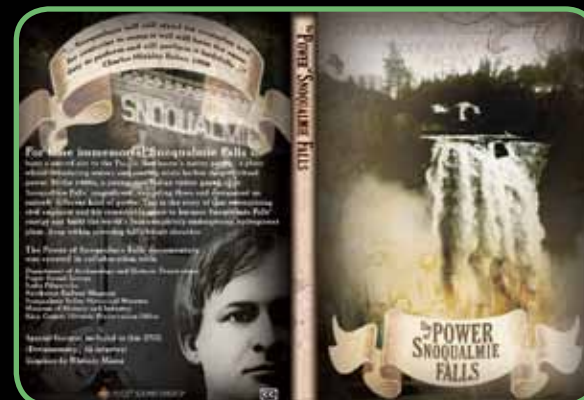
Cultural resources include archaeological sites, historic buildings and structures, and traditional cultural places significant to Native American groups. **Historic properties** are cultural resources listed in, eligible for listing in, or not yet evaluated for the National Register of Historic Places (NRHP). Throughout this document, “cultural resources” is used inclusively to refer to historic properties and any related artifacts, records, and material remains.

The National Historic Preservation Act (NHPA) and Executive Order 13287: *Preserve America* charge federal agencies with promoting public cultural and educational benefits and encouraging economic development through use of our nation’s historic properties. DoD Instruction 4715.16: *Cultural Resource Management* encourages the Military Services to “establish appropriate partnerships with government, public, and private organizations to promote local economic development and vitality through the use of DoD historic properties,” and “promote partnerships with communities to increase opportunities for public benefit from, and access to, DoD cultural resources.”



Increasingly, the DoD has undertaken and sought to create innovative projects to provide these benefits. Examples of such projects are difficult to collect, and information about them is of varying quality. Thus it is difficult for cultural resources managers and others to know the range of possibilities available, how to assess the benefits and limitations of a particular approach, or where to get additional information about an approach or project type.

Historical interpretation and public outreach are two means through which agency goals for promoting economic development and encouraging education and appreciation of history can be achieved. Most historical interpretation and public outreach projects from federal agencies arise out of compliance with Section 106 of the NHPA and the responsibility of federal agencies to avoid, minimize, or mitigate adverse effects to historic properties caused by their actions. However, as standalone projects, public outreach and interpretation projects fulfill other important mandates to provide a public benefit through historic resources.



Interpretation, Public Outreach, and Partnerships

Three categories of projects that fulfill mandates for providing public cultural, educational, and economical benefits are: historical interpretation, public outreach, and partnerships.

Interpretation of archaeological and historic resources is the translation of the significance of a resource into a form that is accessible and readable by a wider audience. For example, the excavation of an archaeological site, the research and analysis of the site and artifacts, and conclusions about the site may be communicated to the public in a signage program, an educational booklet, a poster, a video, or a website. All of the data compiled regarding the site is distilled down to the essential elements and presented in a way that is understandable and enjoyable for someone who has no prior knowledge of the site.

Public outreach consists of involving the public in the management of cultural resources. Examples of public involvement may be a hands-on volunteer labor opportunity or workshop associated with an archaeological excavation or historic building maintenance project. Other examples could include the development of a classroom curriculum or a classroom visit.

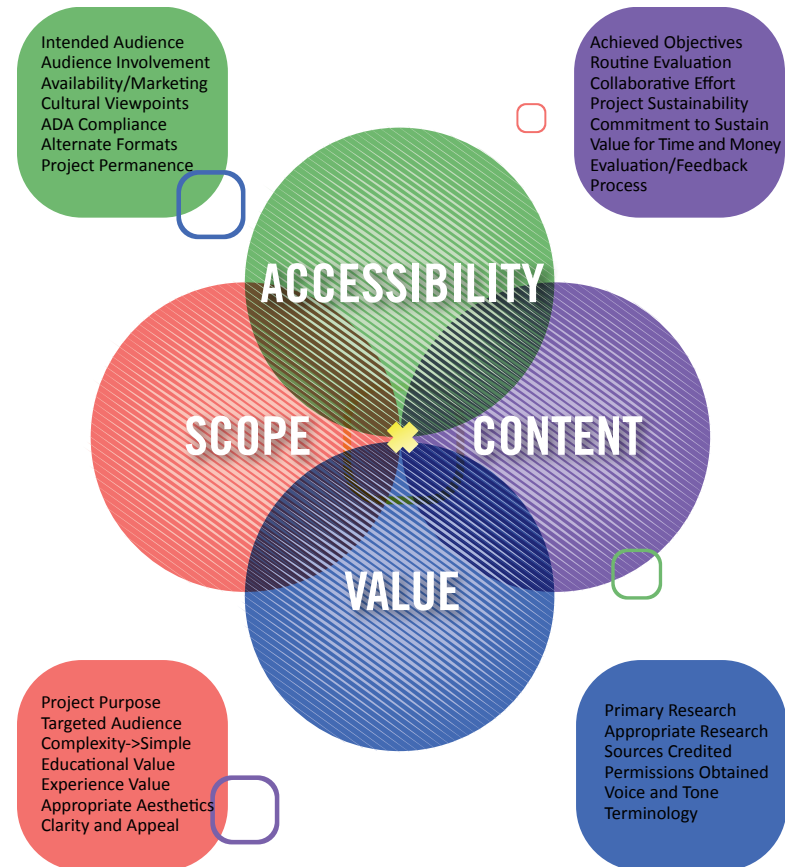
Partnerships with local communities and organizations have the potential to establish long-term relationships that are mutually beneficial and contribute to historic preservation public education or awareness, management of historic properties, and even economic development. Agencies may partner with local governments, non-profit organizations, or local museums to develop projects or programs that fulfill the historic preservation goals of all parties involved.



Evaluating Project Effectiveness

Guidance from recognized leaders in the field of historical interpretation was used to formulate an evaluation rubric that could be used by agencies and organizations to gauge the effectiveness of a broad spectrum of public outreach and interpretation project types. Through analyzing standards and best practices on interpretation from the National Park Service, the National Association for Interpretation, and the Public History Resource Center, broad aspects were identified that could be measured to evaluate the effectiveness of any project designed to provide interpretation, public outreach, or partnerships.

To be effective, a project must successfully achieve the goals of its **Scope**; effectively and accurately deliver important **Content**; be **Accessible** to its intended audience; and have **Value** for the project proponents, the community, or the general public.



Examples of Public Outreach and Interpretation Projects

The following sections include the best project examples collected during this project. In total, 53 project examples were collected, analyzed, and rated for effectiveness with regard to Accessibility, Scope, Content, and Value.

The projects were scored by a committee composed of cultural resource professionals and one layperson with an interest in history. Grouped by project type, the Digital Media projects had the highest average score, followed by the Emerging Technology and Public Outreach categories. It is interesting to note these highest scoring categories involved multimedia, newly developed internet and mobile applications, and hands-on experiential learning. The highest ranked projects are described on the following pages, preceded by an introduction to the project type and a list of pros and cons for that project type.





Printed Media

Printed media projects include booklets, brochures, posters, and any printed materials used to interpret historic or archaeological sites. Even in our “digital age,” the printed page still offers a feeling of substance, effort, and tangibility that is often missing from other, seemingly ephemeral project types. This tangible quality also typically results in a high perceived value, both from the audience and on a return on investment perspective. The impact of printed interpretive media lies in the effective combination of text and photographs to create a compelling story of the people, places, and resources that reflect history.

Pros

- Tangible product that can be distributed
- Accessible offsite or onsite
- Visual aspect can convey place through current and historic photographs

Printed media may be used to augment an onsite visit to a historic site, but can also be an effective way of interpreting a site with restricted access. Through creative use of current and historic photographs, geographically distant readers can still gain a “sense of place” of a historic site. Additionally, printed media provides a tangible product resulting from a project, something to be distributed, and provides a public relations vehicle. While accessibility may be limited in print-only products, many printed publications can be easily made available online for increased exposure. In total, seven collected projects were in the printed media category and the top five are described here.

Cons

- Relatively high costs associated with design and printing
- Limited accessibility based on quantity and distribution
- Complex places or historic themes may require more detail and pages, thereby increasing printing costs



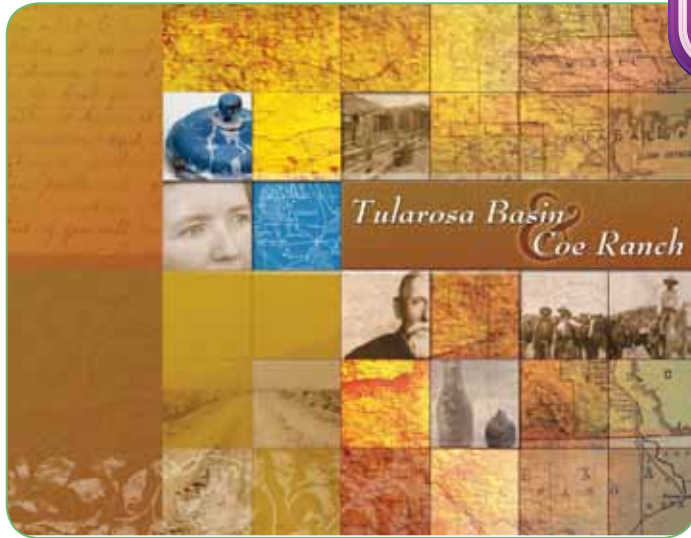
Built By WPA-CCC: 1933-1943 New Deal Historic Resources on Department of Defense Installations

- Public education booklet on history of WPA and CCC on DoD installations
- Includes heritage tourism section highlighting sites to visit
- Sponsored by MacDill AFB with grant funding from DoD Legacy
- Booklet design cost approximately \$7,000 (but used research from a larger project)



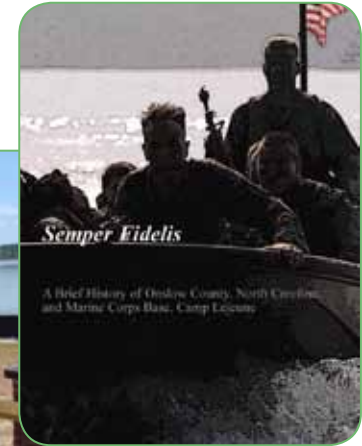
Preserve Oregon's Heritage Playing Cards

- Deck of cards featuring sites in Oregon with cultural resource education and guidance
- Oregon SHPO partnering with several federal agencies and state agencies
- Idea sprung from cultural resource playing cards used by soldiers in Iraq and Afghanistan (also a DoD Legacy project)
- Project costs estimated at \$20,000 and took 2 years



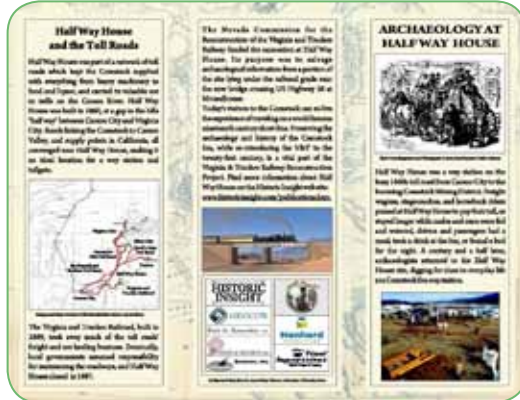
Tularosa Basin and Coe Ranch Publication

- Public education booklet for NRHP-eligible site at Fort Bliss, Texas
- Summarized data and findings of technical report
- Won 2009 award from New Mexico SHPO
- Available in print at Fort Bliss and for download:
http://www.denix.osd.mil/cr/upload/Coe-Ranch_Standard_040808.pdf



Camp Lejeune History Publication and Historic Markers Construction

- Book on history of Camp Lejeune (USMC) and Onslow County, NC, coupled with historic marker program
- Camp Lejeune partnered with Onslow County History Museum
- Copies donated to DoD, school, and county libraries
- Book won 2008 American Cultural Resources Association (ACRA) Quality Product Award
- Book cost \$80,000 and took 4 years to produce, markers cost \$50,000 and took 2 years



Archaeology at Half Way House

- Brochure and poster on archaeological excavation of Comstock-era way station between Virginia City and Carson City, NV
- Mitigation for railroad overpass
- Project cost \$4,800 and took 9 months to produce





Digital Media

The ten digital media projects analyzed in our study include videos and websites that interpret cultural resources. Videos and websites have common ground in weaving together narratives and a variety of media (photos, audio, and video) to interpret places, people, and events. Technology and software developed in the last few years have largely succeeded in taking both types of this interpretive media out of the very expensive cost category. Professional video can now be captured on consumer-level video recording devices and edited on desktop computers.

Professional-looking and interactive websites that once took hours of expensive coding can also now be created on desktop computers by those with less expertise using design software and Content Management Systems (CMS). CMS web management software has also been specifically developed for creating online accessibility to archival collections. Video distribution in the past meant producing hundreds or thousands of video tapes or DVDs, but high-speed internet now makes streaming or downloading videos a relatively easy and inexpensive option.

Pros

- Ability to create a compelling narrative through use of multiple media types
- Multiple cost options from hiring professionals to desktop in-house software
- Online projects have potential for wider accessibility if marketed properly

Cons

- Accessibility limited by availability of internet access (for websites) and distribution (for videos)
- Costs may be higher when incorporating new internet capabilities (3D modeling, virtual tours)
- Wide accessibility needs to be balanced with confidentiality and site location restrictions



Virtual Hampson Museum website

- Website showcasing 3D models of artifacts housed at the Hampson Museum in Wilson, Arkansas
- Project designed to increase accessibility to large collection of pre-Columbian materials from the Arkansas Delta region
- Project cost \$130,000 and took 12 months; new technologies have made maintenance easier
- <http://hampsonmuseum.cast.uark.edu>



Grand Canyon River Archeology Virtual Tour website

- Virtual tour of archaeological excavation at Grand Canyon National Park
- Excavation and reburial of sites threatened by erosion
- Website uses 360 degrees panoramic tours of sites during excavation
- <http://www.nps.gov/features/grca/001/archeology/>



Walking in Two Worlds video

- DVD produced to document excavation of Late Woodland Village Site and Native American consultation in Tioga County, Pennsylvania
- PennDOT partnered with 15 Tribes, PA SHPO, and FHWA
- Video has been widely distributed and has proved to be a useful tool for PennDOT





Raid on Deerfield: The Many Stories of 1704 website

- Website detailing the 1704 raid on the English settlement of Deerfield by French and Indian forces
- Produced by Pocumtuck Valley Memorial Association and Memorial Hall Museum
- Unique as an excellent example of providing narratives from diverse viewpoints on the same historical event
- Won numerous awards including the 2005 American Association of State and Local History (AASLH) Award of Merit, the 2005 Museums and the Web Award, and the 2007 Multimedia Educational Resource for Learning and Online Teaching (MERLOT) History Classics Award
- <http://www.1704.deerfield.history.museum>



The Army's Century on Davids Island website

- Website summarizing history of Fort Slocum and Davids Island, New York
- Website features summaries of studies, oral histories, and historical photographs about the Fort Slocum district that includes historic structures and a prehistoric archaeological site
- Website also contains a digital archive of all the materials used in its creation, which includes historic photographs, architectural drawings, oral histories, and Google Earth KML files
- Won an award in 2010 from the Greater Hudson Heritage Network
- <http://davidsisland.westchesterarchives.com>



Onsite Interpretation

Onsite interpretation projects afford the best opportunity to provide visitors with a physical connection to a historic or archaeological site. Instead of learning about the significance of a distant site, the visitor can relate the interpretation to the immediate surroundings. However, this benefit can also be a detriment for sites that have restricted access. Examples of onsite interpretation include signs, guided tours, and self-guided tours. All of these examples of onsite interpretation require varying levels of cost and management.

Interpretive signs provide the highest initial cost, but require little in the way of maintenance and additional expenditure of time and effort after installation. Guided tours have the benefit of delivering a personal connection of the site and the visitor through a knowledgeable guide. Guided tours can also be regulated in frequency and duration. When volunteer labor is used for guided tours, costs can be kept to a minimum. Self-guided tours often require a delivery method, either through printed materials, audio tours, or another digital form. Self-guided tours strike a medium between the other two, where initial costs are incurred

(although lower than signs) and little additional labor or time is needed to staff tours. In total, seven collected projects were in the onsite interpretation category and the top five are described here.

Pros

- Direct physical link to the resource
- Low overall costs and/or future maintenance costs
- High perceived value for visitors

Cons

- Accessibility limited by geography
- Not ideally suited for access-restricted sites



River Street Maritime History Panels

- 15 panels installed on the riverfront in Savannah, Georgia
- Mitigated adverse effects to a shipwreck from a bridge replacement
- GA Department of Transportation, City of Savannah, Army Corps of Engineers, GA Ports Authority
- City agreed to adopt maintenance
- Total cost was \$12,000 and took approximately 1 year



Washington Convention Center Interpretive Signs

- Interpretive signs in historic neighborhoods were part of an overall mitigation program for construction of new convention center
- Walking trail with 20 signs telling the history of the neighborhoods and significant buildings
- Partnership between Washington Convention Center Authority, DC DOT, FHWA, Cultural Tourism DC, DC Commission on the Arts and Humanities, and the National Trust for Historic Preservation



Iron Mike Bike Tour

- Bike tour at Marine Corps Recruit Depot Parris Island that stops at historic sites
- Hosted in partnership with Parris Island Historical and Museum Society
- Follows stops on a self-guided driving tour
- Staff and volunteers interpret history at several stops
- So successful that it is now being held twice a year
- Minimal costs, typically \$500 for printing and advertising supplies



Archaeological Exhibits at Historic Davidsonville State Park

- 19th century townsite at a state park in Arkansas
- Combination of outdoor interpretive signs and interior exhibits at museum

Independence Ghost Walk

- Heritage tours in Independence, Oregon
- Held downtown as part of an annual festival
- Minimal costs with volunteer staff



Emerging Technology

This project category includes new technologies for interpreting historic resources, including new formats available through mobile devices and on websites. The increasing availability of mobile devices allows visitors to access interpretive materials on-site or at a distance.

Recent studies suggest that market penetration of smartphones is higher among minority groups, potentially providing wider delivery for interpretive projects aimed at these groups. However, overall market penetration remains relatively low and to achieve the most access, these types of projects may prove most effective when coupled with more traditional project types. Emerging technologies on traditional websites have the potential to bring distant sites with restricted accessibility to people wherever they may be.

3D modeled landscapes and virtual tours allow virtual visitors to get a closer sense of being at a historic resource and can be complemented with historic photographs and audio voiceovers. Being defined as emerging technologies, these types of projects

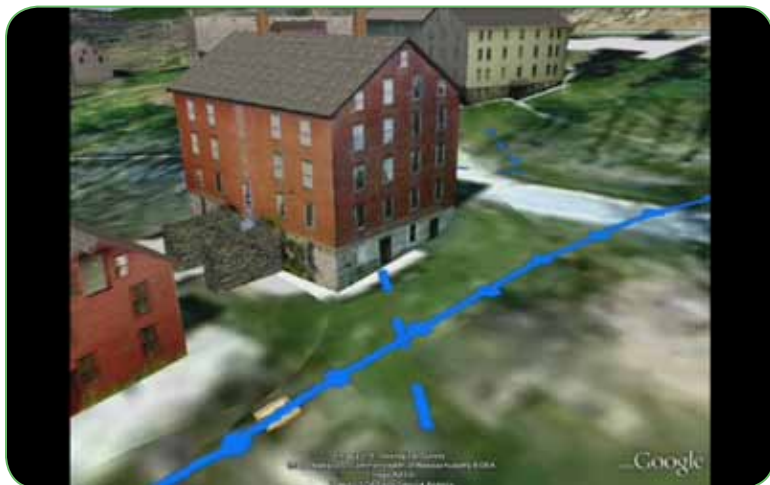
are constantly changing as new technologies become available. However, this also means these projects typically require outside development and design by professionals experienced in the technology medium. In total, nine collected projects were in the emerging technology category and the top five are described here.

Pros

- Suitable for on-site and off-site interpretation
- Innovative methods for interpretation
- High value potential with low maintenance costs

Cons

- Accessibility limited by devices and/or internet access availability
- Potential for being outdated as new technologies replace old
- Development typically requires outside professionals that result in higher costs



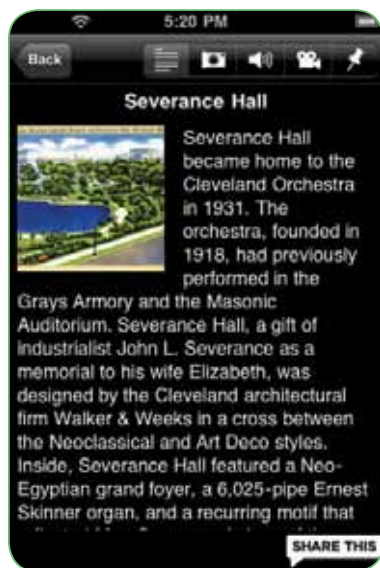
Mt. Lebanon Shaker Village Recordation Project

- 3D modeling of Shaker Village based on Historic American Landscapes Survey (HALS) documentation
- Available as Google Earth file or as internet video
- <http://www.shakermuseumandlibrary.org>



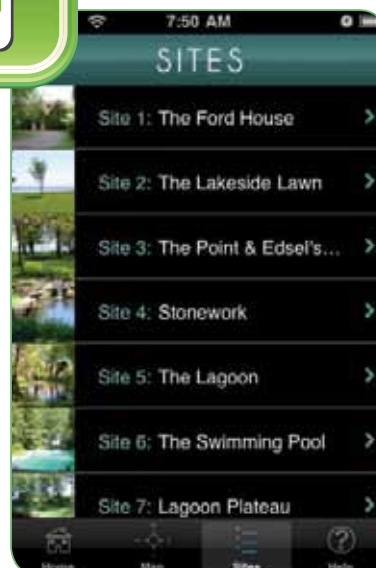
DigiMacq: Multimedia Tour of Parramatta, NSW, Australia: iPhone app

- Multimedia tour of historic Parramatta, New South Wales, Australia
- Includes narrations, videos, maps and interactive adventure game
- http://www.discoverparramatta.com/travel_and_maps/tours/digimacq



Cleveland Historical: Smartphone App

- Smartphone app that explores historic places in Cleveland
- Uses story-based presentation over site-based approach
- Plans to make underlying software available
- <http://app.mobilehistorycleveland.org/>



Edsel & Eleanor Ford House Tour: iPhone App

- iPhone app for self-guided tours of the Ford House and Grounds in Grosse Pointe Shores, MI
- Available for download or available on-site on rental hardware
- <http://www.fordhouse.org/Explore.html>



Welcome to the Star-Spangled Banner Geotrail

Are you ready for an adventure? Looking for a fun way to explore history? Interested in the War of 1812?

The Star-Spangled Banner Geotrail is a unique journey through American history and across the landscapes of the Chesapeake Bay region. It commemorates the dramatic chain of events, people and places that led to the birth of our National Anthem during the War of 1812. The first-of-its-kind, multi-state initiative is sponsored by Friends of Chesapeake Gateways, the [Maryland Geocaching Society](#), and the National Park Service.

Be sure to check out the [Star-Spangled Banner Geotrail Photo Contest!](#) Enter your photos [here](#).



Participating cachers will have the chance to visit urban areas and rural farms, forts and museums, battlefields and nature preserves, each site telling its own unique story. The trail complements the [recreationally-associated Star-Spangled Banner](#).

Chesapeake Trips & Tips Weekend Planner

Looking for something fun and interesting to do this weekend? Sign up for our free planner, [Chesapeake Trips & Tips](#), and what's going on across the region.

your email address

Friends will never sell, rent or trade your email personal information with anyone.



News

Time to Paddle! New Additions!



Star-Spangled Banner Geotrail

- Collaboration between Friends of Chesapeake Gateways, Maryland Geocaching Society, and National Park Service
- Multi-state geocaching adventure visiting historic sites associated with War of 1812
- From February 2010 to 2011, 8,000 visits to 35 sites
- http://friendsofchesapeakegateways.org/projects/ssb_geotrail



Public Outreach

A primary focus of direct primary involvement distinguishes public outreach projects. Often they contain an interpretation component combined with hands-on interaction, volunteer work, or an educational emphasis. The intended audience for a public outreach project can be as broad as the general public or as narrow as a single classroom of students. Experiential learning through hands-on activities has been proved to be one of the most effective forms of learning.

The value of public outreach projects is two-fold—the perceived value of the public audience and the value for the project proponent. The value of the project for the public is typically educational or experiential. The value for the proponent may be increased public awareness of the resource or the organization. Public outreach projects, characterized by typically low costs, have the highest potential for cost to value ratio. With often very little expenditure, increased community visibility and public awareness can be very valuable gains for any organization or government agency. In total, eleven collected projects were in the public outreach category and the top five are described here.

Pros

- Relative low cost for value
- Best at engaging the public interest and awareness
- High educational value through hands-on experiential learning

Cons

- Less suitable for access-restricted sites
- Potentially requires more and more experienced labor and/or volunteers
- Typically limited duration for outreach events
- Potential liability concerns with some types of public outreach that may increase costs



Scotland's Rural Past

- Project by the Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS)
- Involved volunteers identifying and recording archaeological sites
- 5 year project trained over 600 volunteers and over 12,000 individuals involved
- <http://www.scotlandsruralpast.org.uk/>

BENJAMIN MAZYCK, THE MYSTERY MAN OF GOOSE CREEK: A CURRICULUM FOR THE STUDY OF EIGHTEENTH CENTURY SOUTH CAROLINA LOW COUNTRY HUGUENOTS, RICE PLANTATIONS, AND SLAVERY



CHICORA FOUNDATION, INC.

Benjamin Mazyck, The Mystery Man of Goose Creek: A Curriculum for the Study of 18th Century South Carolina Low Country Huguenots, Rice Plantations, and Slavery

- Archeological excavations in Goose Creek, SC, resulted in development of a classroom curriculum
- Grades 3 through 12
- Included hands-on experience of growing the rice variety used by 18th century planters
- Used over a 2-year period and cost \$2,500



Beneath the Bricks

- Louisiana DOT project to re-lay paving bricks in downtown Natchitoches
- Several heritage groups collaborated to turn project into education event
- Included interpretive signage, learning events, and a heritage education day
- <http://www.youtube.com/watch?v=tbsFXotNmHU>



Archaeology at Zilker: The City of Austin's Excavations at the Vara Daniels Site

- Excavation of a multi-component prehistoric site in a public park in Austin
- Public outreach included volunteer opportunities, an on-site information booth, tours, and public artifact screening
- <http://www.ci.austin.tx.us/publicworks/zilker/>



Wood Window Repair Demonstration

- Bigelow House in Olympia, WA, used preservation work as an educational tool
- 2-hour workshop was open to public and taped for rebroadcast online and on local community television
- <http://www.youtube.com/watch?v=iHjDt1R56C4>



Innovative Partnerships

Some type of partnership is often a component of most interpretation and public outreach projects. For example, bringing in additional expertise, gaining wider public exposure, or the structuring of granting or funding relationships are all examples of how partnerships can make a project bigger, better, or more effective. But truly innovative partnerships where the actual partnership is the end rather than the means hold potential for much greater benefits beyond a single project. Such innovative partnerships can expand beyond even the partnering organizations to effect meaningful changes across a region or state.

Partnering with outside groups and organizations expands the possibilities of a project and the capabilities that can be harnessed. However, partnerships can also be an effective interpretation and outreach tool that can lead to more effective future projects. The value of partnerships lies in the ability to pool resources and expertise and apply those to solving broader problems or initiating long-view projects. All three collected projects in the innovative partnerships category are described here.

Pros

- Potential for most efficient use of resources
- Ability to accomplish greater goals together
- Raise public awareness and visibility

Cons

- Need clearly defined roles and scope
- Low perceived value
- Requires sustained focus



Exploring Surrey's Past

- Collaboration between numerous diverse institutions in Surrey County, UK
- A committee directed formation of a website to provide a repository of diverse collections
- Partnership provided a level of accessibility to collections not possible by individual institutions
- <http://www.exploringsurreypast.org.uk/>



Columbia-Pacific Preservation

- Collaboration between diverse groups and agencies in northwest Oregon
- Began with an advisory committee mapping needs and opportunities
- Has led to economic development initiatives and educational opportunities
- <http://www.columbiapacificpreservation.org/>

Public Works Agency and Citizen Request

- Collaborative website to bring together public, interested parties, and stakeholders for planning and compliance purposes
- Nexus between partnerships and social networking presents opportunities
- <http://www.publicworksagency.com/>

Recommendations

Lessons Learned

Many of the proponents of the collected projects pointed to the necessity of [project planning](#) as the number one lesson learned. Early project planning is a key to overall success, as is continuous assessment. The evaluation rubric discussed earlier (Accessibility, Scope, Content, and Value) can also provide a means of ensuring a project meets its intended goals and budget. Evaluating a project's effectiveness at its conclusion can direct future projects to achieving even greater heights.

The expertise required for many specific project types used to be closely held by a small group of professionals. However with [new innovations](#) in desktop applications, the average person can effectively shoot, edit, and process video with a professional end product. Likewise, desktop website creation software has become more user-friendly and accessible, allowing the development of cultural resource and archives niche website CMSs. Although internet access penetration remains low in some rural environments, internet-capable smartphones provide wider access at reduced costs. A 2011

Nielsen study found that 31% of mobile phone users owned a smartphone and the rate of smartphone adoption is higher among minority groups, as high as 45% among Hispanic and Asian/Pacific Islander populations.

This brings us to the next lesson—[know your audience](#). Your project should appeal and be accessible to your identified audience. An otherwise greatly planned and executed project is worthless if it doesn't reach the intended people.

Find the Right Project for the Right Resource

Deciding on the right approach to effectively interpret a cultural resource project may seem daunting. However, the resource itself often provides the direction for a project. Access-restricted resources are typically well-suited for project types suitable for distant viewing, such as websites and videos. When possible, providing the public with a hands-on experience provides the best educational value. While archaeological sites seem well-suited to Digital Media, Emerging Technology, and Public Outreach

projects, historic buildings and structures provide ideal subjects for Printed Media and On-Site Interpretation. Partnerships seem ideally suited to projects with a diversity of resources across a broad area and with a wider scope, either by number and diversity of partners, resources, or goals.

Project-Type Specific Recommendations

Printed Media

The costs associated with printed media have come down considerably in the last decade with the emergence and refinement of digital printing, which is more suitable to smaller runs and shorter publications than the traditional press printing method. The accessibility of printed media can often be greatly broadened by making the same publication available online. Visual publications can be available for download from websites as an Adobe PDF file and text publications can be made available as e-books.



Digital Media

Although digital media has potential for wide accessibility through the internet, the intended audience must also be carefully considered. Over the last decade, desktop software aimed at amateur videographers and web designers has removed digital content creation from being the exclusive domain of professionals. However, hiring a professional often results in a more polished product and typically on a shorter timeline, albeit at a higher cost. CMSs like WordPress have been developed to ease website management and several have been developed specifically for archival and artifact collections (e.g. Omeka).



Emerging Technology

This category capitalizes on the rise of personal computing devices in the forms of smartphones and tablets, but like the previous category the accessibility of these devices must be considered carefully when developing these types of projects. Using these new technologies for a project should enhance the story being told or highlight an aspect of the resource that is not possible otherwise. Integrating location-specific multimedia is one such example. The development of unique smartphone applications can have substantial costs (\$35,000 on average) and do not typically have positive value below 50,000 annual visitors. However, options are available to develop smartphone content at little or no cost.



Onsite Interpretation

Onsite interpretation has a broad range—from self or guided tours to interpretive signage programs. Guided tours can vary in costs depending on if volunteer labor is used. Volunteer or guided tours often work well at access-restricted sites that only allow visitation at certain events or times. Interpretive signs often have high upfront costs but, if appropriate materials are used, low future maintenance costs. The design of signs can often make the difference between an interesting and engaging sign and one that is rarely read. The National Park Service likely develops the most interpretive signs worldwide and has several tools available on their website (<http://www.nps.gov/hfc/>) to aid in the development of an interpretive signage program.



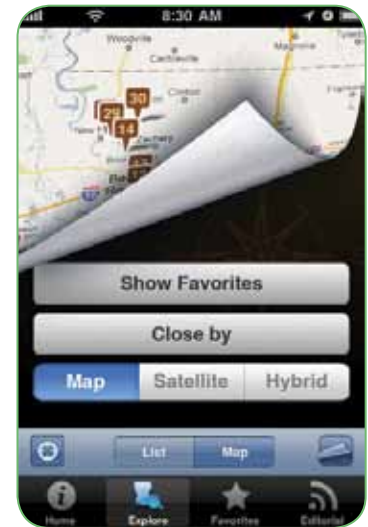
Public Outreach

Public outreach projects often have a lot in common with onsite interpretation, but with a heavier emphasis on volunteerism, hands-on learning, or education. Similar to guided tours, the highest cost will likely be labor, but can often be reduced by using volunteers. Developing classroom curricula can have tremendous public benefits and increased awareness. However, curricula standards vary from state to state and hiring a consultant experienced in developing curricula is often a worthy expenditure.



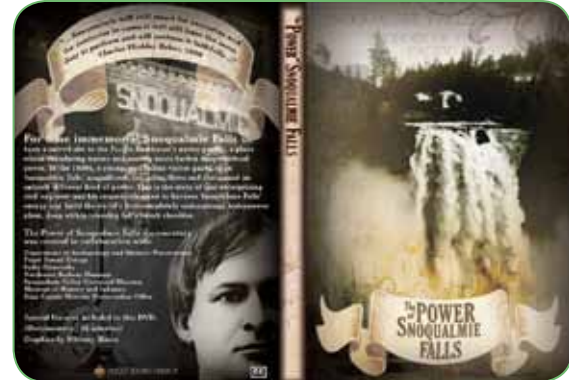
Innovative Partnerships

All of the other project types can often be enhanced or improved through partnering with outside organizations and groups. In addition to broadening the skillsets available for the project, other organizations may be able to contribute volunteer labor or additional funding. Successful partnerships can also lead to successful future projects or improved communication on compliance issues. Some form of agreement document is strongly recommended to track project goals and the division of funding, labor, and responsibilities.



Conclusions

Federal agencies are charged through federal laws, regulations, and Executive Order 13287 to manage cultural resources under their stewardship for the public benefit. Through using and managing cultural resources for public educational and economic benefits, DoD components and installations can foster public awareness and appreciation of our history. By developing interpretation and public outreach projects and seeking innovative partnerships, DoD can better manage its cultural resources and fulfill its responsibilities to provide public benefits through these places that tell the history of our nation and its military.



Additional Resources

Interpretation Organizations, Standards, & Guidance

In addition to the full report this sourcebook is based upon, numerous resources exist to help plan and execute successful interpretation and public outreach projects.

National Park Service (NPS) Interpretive Media Institute

<http://www.nps.gov/hfc/products/imi/>

- downloadable materials and guidance
- design of interpretive signage and frames
- bilingual signage accessibility guidelines

National Association for Interpretation (NAI)

<http://www.interpnet.com>

- website contains resources, standards, guidelines, and best practices for interpretation
- NAI also hosts interpretive workshops and conferences



Public History Resource Center (PHRC)- University of Maryland

<http://www.publichistory.org>

- guidance on developing history websites
- rating system specifically for history websites
- examples of outstanding history websites



Websites

Organizations

National Park Service Interpretive Media Institute	http://www.nps.gov/hfc/products/imi/
National Association for Interpretation	http://www.interpnet.com
Public History Resource Center- Univ. of Maryland	http://www.publichistory.org

Resources

NPS Director's Order #6: Interpretation and Education	http://www.nps.gov/policy/DOrders/DOrder6.html
Annotated Bibliography- The Effectiveness of Nonpersonal Media Used in Interpretation and Informal Education	http://www.nps.gov/hfc/pdf/imi/nonpersonal-media.pdf
Department of Justice Americans with Disabilities Act website	http://www.ada.gov
U.S. Access Board- information on ADA-compatible design	http://www.access-board.gov/
THATCamp- workshops on digital humanities put on by Center for History and New Media at George Mason University	http://www.thatcamp.org

Software, Website Management, and Smartphone App Creation

WordPress- Open-Source website CMS	http://www.wordpress.org
Omeka- Open-Source website CMS designed for archives	http://www.omeka.org

Drupal- Open-Source website CMS	http://www.drupal.org
Next Exit History App- geolocational database of historic sites; organizations can upload text and photos for sites	http://www.nextexithistory.org
SCVNGR App- geolocational based scavenger hunt game for smartphones	http://www.scvngr.com
Layar App- Augmented reality app that overlays information over camera viewfinder on smartphones	http://www.layar.com
Google Goggles- Augmented reality search app	http://www.google.com/mobile/goggles
Google Earth- Georeferenced virtual landscapes	http://earth.google.com
Flipboard- Content renderer for iPad	http://www.flipboard.com
Locacious- Browse, download, and create audio tours with text, photos, and video	http://www.locacious.net
Broadcastr- Social media with location-based stories; upload and listen to location-specific audio clips	http://www.broadcastr.com
National Park Service Wayside Planner- database to facilitate project management of interpretive signage projects	http://www.nps.gov/hfc/products/waysides/way-planner.htm

Projects

Virtual Hampson Museum website	http://hampson.cast.uark.edu/
Grand Canyon River Archeology Virtual Tour	http://www.nps.gov/features/grca/001/archeology/index.html
Scotland's Rural Past	http://www.scotlandsruralpast.org.uk/

Benjamin Mazyck, The Mystery Man of Goose Creek: A Curriculum for the Study of Eighteenth Century South Carolina	http://www.chicora.org/pdfs/Mazyck.pdf
Mt Lebanon Shaker Village Recording Project	www.shakermuseumandlibrary.org
Raid on Deerfield: the Many Stories of 1704 website	http://www.1704.deerfield.history.museum/
History of Davids Island/Fort Slocum website	http://davidsisland.westchesterarchives.com/
Mardi Gras Shipwreck website	http://www.uwf.edu/fpan/mardigras/crew/
Exploring Surrey's Past	http://www.exploringsurreypast.org
DigiMacq: Multimedia Tour of Parramatta, NSW, Australia: iPhone App	http://www.discoverparramatta.com/travel_and_maps/tours/digimacq
TRESTLE: Landmark of the Cold War	http://www.ece.unm.edu/summa/notes/trestle_movie.html
Beneath the Bricks	http://www.youtube.com/watch?v=tbsFXotNmHU
Archeology at Zilker: The City of Austin's Excavations at the Vara Daniels Site	http://www.ci.austin.tx.us/publicworks/zilker/
Built By WPA-CCC: 1933-1943- New Deal Historic Resources on Department of Defense Installations	http://www.denix.osd.mil/cr/HistoricBuildingsStructures/ConTextStudies.cfm
Bourbon County Agricultural History: A Historic Preservation Lesson Plan For Fourth Grade Students	http://www.crai-ky.com/qualifications/projects_structures_MOA.html
Cleveland Historical Smartphone App	http://app.mobilehistorycleveland.org
A Story Like No Other: iPhone App	http://itunes.apple.com/us/app/a-story-like-no-other/id378072152?mt=8
Cathlapotle Plankhouse Project	http://www.ridgefieldfriends.org/plankhouse.php
Edsel & Eleanor Ford House Tour: iPhone App	http://fordhouse.org/Explore.html
Preserve Oregon's Heritage Playing Cards	http://www.oregon.gov/OPRD/HCD/
Tularosa Basin and Coe Ranch	http://www.denix.osd.mil/cr/upload/Coe-Ranch_Standard_040808.pdf
Iron Mike Bike Tour Project	http://www.parrisislandmuseum.com/

Kaibab National Forest and Hopi Tribe joint monitoring project (below)	http://www.fs.usda.gov/wps/portal/fsinternet!/ut/p/c4/04_SB8K8xLLM9MSSzPy8xBz9CP0os3gjAwhwtDDw9_AI8zPyhQoY6BdkOyoCAGixyPg!/?ss=110307&navtype=BROWSEBYSUBJECT&cid=STELPRDB5160955&navid=09100000000000&position=Feature.Art_ContentLnk&ttype=detail&pname=Kaib
Snoqualmie Falls redevelopment project	http://vimeo.com/5530039
Columbia Pacific Preservation	http://www.columbiapacificpreservation.org/
Star-Spangled Banner Geotrail	http://www.nps.gov/stsp/geotrail.htm
Archaeology at Half Way House	http://historicsight.com/portfolio.htm
Tour Austin Smartphone App	http://www.youtube.com/watch?v=Og5CxDK9Jro
Chester: Revealing The Rows: iPhone App	http://www.revealingtherows.co.uk/
Wood Window Repair Demonstration	http://ecowoodworks.com/
SoLost: How the New Deal Begat Musical Royalty	http://www.youtube.com/watch?v=WOkmnD6_pCs
Culturally-Sensitive Dogbane Transplanting, Inter- and Multi-Agency Collaboration, and Public Outreach	http://www.fhwa.dot.gov/environment/ehei/09oregon.htm
Homeland: An Archaeologist's View of Yellowstone Country's Past	www.larrylahren.com

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